

**REMARKS/ARGUMENTS**

1                   Applicant respectfully requests reconsideration and allowance of the subject  
2 application.

3                   Claims 1-25 were originally presented.

4                   Claim 26 was added.

5                   Claims 5, 12-26 are canceled without prejudice.

6                   Claims 1-5 and 6-11 remain in this application.

7                   **Claim Amendments**

8                   Independent claim 1 has been amended, and recites “[a] method,  
9 comprising:

10                   retrieving printing device data from component memory on a first  
11 replaceable component used in a printing device;

12                   storing the printing device data in a marketing database;

13                   associating the printing device data with the first printing device;

14                   searching the marketing database for a second replaceable  
15 component that meets certain search criteria associated with the printing  
16 device data; and

17                   applying a pre-determined marketing solution for the second  
18 replaceable component found to meet the search criteria.

19                   As presented by the Action, McMahon teaches a consumer data device  
20 (CDD) comprised of a plastic encased, credit card size case containing a memory  
21 for data and transaction retention. (McMahon, col. 1 lines 30-31). The Action  
22 particularly presents that the CDD as a replaceable component in a printing  
23 device. McMahon does not teach or suggest that a second replaceable component

1 as recited in claim 1 may be searched for. Bullock is presented by the Action for  
2 its teaching of a replaceable component in a printing device; however, Bullock  
3 does not teach or suggest the searching for a second replaceable component as  
4 recited in claim. Likewise, the Action presents Magnet as teaching a marketing  
5 system that issues coupons as promotions based on consumer purchases; however,  
6 Magnet fails to teach or suggest the element of searching for a second replaceable  
7 component as recited in claim 1.

8 **Dependent claims 2-4 and 6-11 are allowable at the least by virtue of their**  
9 **dependency on base claim 1.**

10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

**CONCLUSION**

All pending claims 1-5 and 6-11 are in condition for allowance. Applicants respectfully request reconsideration and prompt issuance of the subject application. If any issues remain that prevent issuance of this application, the Examiner is urged to contact the undersigned attorney before issuing a subsequent Action.

Dated: 6/23/06

Respectfully Submitted,

By: 

Emmanuel A. Rivera  
Reg. No. 45,760  
(509) 324-9256 ext. 245